

Maclean's

5¢
a copy



CANADA'S
NATIONAL
MAGAZINE

T O R O N T O
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In This Issue:

How We Pay For The War

By Floyd S. Chalmers

The Story of

Canada's Motor Industry

and the

Cars of 1941

By Warren Hastings



The Story of Guelph

By Frederick Edwards

Maclean's Editorial



War Loan Lesson

AS THIS is written, the loans for Canada's Seventh War Loans have been closed with the objective passed by what seems to be a fairly comfortable margin.

That is good news, but it should not obscure the fact that in the early days of the campaign there were moments of anxiety in Ottawa. Apart from large company subscriptions, the response of the general public was slower than was anticipated. It was not until the closing days after stronger and more pointed appeals, that the small investor had got going.

Other loans will have to be raised from time to time as our war effort progresses, and there can be no doubt that those responsible for the nation's finances are monitoring the steps and whereabouts of the campaign just closed.

In this case of Maclean's, one of our Ottawa observers finds fault with the manner in which the Government went about the business of publishing the loan and the need for it. In newspaper editorials and letters to editors, a number of other possible reasons have been suggested. Some of these are: That anti-classicism is inherent in the public to pay greatly increased income taxes in advance and to invest in the war loan was too much, that the public have not accepted all that government endorses and perhaps, therefore have sold them short when the social progress of our war effort, that the public believe there has been too much mismanagement spending, and much more; that only a Mercantile Government can fully understand public confidence, that many war loans were removed from pay after periods of uncertainty are being making the most of it, that a large section of the population is being misled from Ottawa, and so on.

It is probable that all of these factors played some part.

For our part, we find it difficult to believe that the people of this country are slow to respond to any appeal for financial aid. If being paid interest can be turned a weakness if that appeal is convincingly put to them.

To our way of thinking, a large part of the answer will be found in the fact that from the very beginning of the war the Government has not succeeded in telling the story of the country's war effort efficiently.

We are told that Cabinet Ministers themselves admit this: that they are endeavouring to rebuild the public relations setup. We also are told by those who ought to know that result of this reorganization will be far more effective when one or two ministers show what must be a subconscious tendency to discuss public relations with a political tape.

Overworked Ministers

THERE being a spot of criticism above, let us now record that some of our Cabinet Ministers are working under such pressure that their health is being seriously endangered, and there fore their efficiency.

Colonel Kesteven, for instance, is at his desk early in the morning, stays there until all hours of the night, and eventually takes himself to work home with him. He doesn't even take time out for meals having sandwiches brought in.

Mr. Brown, with his busy job, is like a juggler keeping a dozen balls in motion. Only a paper published a few minutes at a time, while Mr. Brown keeps going almost perpetually.

They and other of our colleagues, must know that they cannot maintain that pace indefinitely. Yet, spurred by the urgency of war requirements, they continue to drive themselves to the limit of human endurance. In time of national emergency, and in a time of such stress, one will do this, oblivious to the cost.

But in the interests of our war effort, known should not be permitted to risk physical collapse. Again, we suggest that there should be an easier release where there are four members would be relieved of the ordinary administrative and parliamentary responsibilities, and who would co-ordinate the many and varied activities of the government's war departments. The business of supply should be under a general manager, the best professional manager obtain-

able, so that Mr. Brown, now harassed with both management and policy, can be left free to devote his policy the time which should be devoted to it.

For some time past the Government has been attempting to carry on on what still is essentially a part-time basis of organization. And the end of war is too much for that type of efficiency.

The New Cars

THE automobile manufacturers of Canada have wholeheartedly agreed that it is the duty of organized industry to place its contribution to the war needs of Canada and the Empire before all else, and that, as and when possible, to supply the domestic demand for its products as steadily as it can.

This year there will be no National Motor Show. But the new models for 1941 are on display in the dealers' showrooms.

Producers of these models too in no way interfered with the motor industry's war work. They have and they were made more available. And the speed and efficiency with which Canadian automobile plants have swung over to war production, enabled Honorable C. D. Howe, Minister of Munitions and Supply, to declare recently that Canada led the world in the production of military transportation equipment, with more than six hundred units rolling off assembly lines every day of the week, including Sundays.

In several times the Canadian automobile manufacturers distribute more than 125,000,000 annually in wages to 11,000 employees. Back of these are 10,000 people employed in the production of parts and materials. Some of these parts and materials are used only in power cars, and consequently of their production means continuance of employment in areas of fields.

So far as the new cars themselves are concerned, they are examples of engineering brains and artistic skill. We hope that those who drive them will realize the much more so given into their construction.



To all mankind she left a rich inheritance

IF the year 1918 Fluorine Nightingale had been placed by agents of the suffering and misery of the sick and wounded soldiers in the German War, perhaps that thing and not for the war cars.

There, this brave woman brought relief to more than 10,000 suffering men. It was done at the cost of her own life. The Fluorine Nightingale had had no other thought than to save the lives of the men who were in the hands of the enemy. She had no other thought than to save the lives of the men who were in the hands of the enemy.

When given breathless quiet again to the Crown, Fluorine Nightingale found on the battlefield every hour and every day. The number of men who were in the hands of the enemy was so great that they were in the hands of the enemy.

Early in the morning she was in the hands of the enemy.

Fluorine Nightingale was a woman who was in the hands of the enemy. She was a woman who was in the hands of the enemy. She was a woman who was in the hands of the enemy.

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PARKS, DAVIS & COMPANY
MANUFACTURERS

Montreal - Toronto - Winnipeg

The World's Largest Retailers of
Pharmaceuticals and Biological Products

Fluorine Nightingale was a woman who was in the hands of the enemy. She was a woman who was in the hands of the enemy. She was a woman who was in the hands of the enemy.

FEBRUARY WEEK
Feb 16-20-21-22-23-24-25-26-27-28-29-30

CARS-1941



FORD



CHRYSLER



McLAUGHLIN-BUICK



OLDSMOBILE



PONTIAC



NASH



DODGE



CHEVROLET



STUDEBAKER



PLYMOUTH



HUDSON



DESOTO

A Parade of Motordom's
New Car Models for 1941



City Hall Square, Oran, Algeria

The Royal City

By FREDERICK EDWARDS



Upper: Memorial plaque in the fireplace of Lt. Col. John McGraw, famed soldier pilot. Lower: Air Force men receive training in shells at the Ontario Agricultural College, Guelph.

The story of Guelph, Ontario, big little city which has nurtured an extraordinary line of distinguished sons

ON THE EVENING OF Monday, August 1932, a group of half a dozen men entered Guelph City and found themselves welcomed by a group of men in the town of a half mile in the distance. They had come to the town of a half mile in the distance, and they had found themselves welcomed by a group of men in the town of a half mile in the distance. They had come to the town of a half mile in the distance, and they had found themselves welcomed by a group of men in the town of a half mile in the distance.

There is a story here, and it is a story of a city that has nurtured an extraordinary line of distinguished sons. The story of Guelph, Ontario, big little city which has nurtured an extraordinary line of distinguished sons. The story of Guelph, Ontario, big little city which has nurtured an extraordinary line of distinguished sons.

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The New RCA VICTOR

Globe Trotter Radio

WITH BAND SPREAD OVERSEAS DIAL
NOW—short wave tuning as easy as local

Globe Trotter Model A-22—First and last in the line of portable radios. It's the only one with a built-in speaker and a carrying handle. You can take it anywhere. Price \$13.95

Globe Trotter Model A-23—First and last in the line of portable radios. It's the only one with a built-in speaker and a carrying handle. You can take it anywhere. Price \$16.95

Globe Trotter Model A-24—First and last in the line of portable radios. It's the only one with a built-in speaker and a carrying handle. You can take it anywhere. Price \$18.95

RCA Victor's new radio sets you up in the air. They're the only ones with a built-in speaker and a carrying handle. You can take them anywhere. Price \$13.95 to \$18.95.

...and you can't help but notice that they're the only ones with a built-in speaker and a carrying handle. You can take them anywhere. Price \$13.95 to \$18.95.

RCA Victor

RCA VICTOR COMPANY, LIMITED • Radio • Musical • Electric • Phonograph • Gramophone • Records • Films • Television • Radio • Musical • Electric • Phonograph • Gramophone • Records • Films • Television

members of another baronet. They feel that such a program has come mainly into Gault's design for work himself doing.

Light is an architectural style. The Ontario architect, Gault, is known for his "Gault's Ontario" style. The Ontario architect, Gault, is known for his "Gault's Ontario" style. The Ontario architect, Gault, is known for his "Gault's Ontario" style.

In the physical appearance Gault shows the appearance of a sophisticated, calm, dignified. There are probably more people who have seen Gault's work than any other person in the world. Gault's work is a blend of the old and the new, and it is a blend of the old and the new.

His major work is in the field of architecture. He has worked on many projects, and he has worked on many projects. He has worked on many projects, and he has worked on many projects.

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profound in some ways Gault's work is beautiful, but it is not beautiful in the way that many people would like to see it. It is not beautiful in the way that many people would like to see it.

One of the things that Gault has done is to create a new style of architecture. He has created a new style of architecture, and he has created a new style of architecture.

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NO MORE FREEZE-UP DANGER THIS WINTER THAN IN BLOSSOM-TIME



If you use Canada's all-weather guaranteed Anti-freeze

• Your present car has become a very definite asset deserving your best attention. Surely this year it would be folly to risk winter damage and perhaps shorten its useful life.

Clear your mind of zero-day anxieties. Guard your car from freeze-up possibilities. Use Canada's favorite—"Prestone" Ant-Freeze—still at last year's price!

No winter day is ever too mild, or too cold for this guaranteed, all-weather anti-freeze. It will not boil away or evaporate.

Special ingredients protect against rust and corrosion—an important precaution against costly troubles in the future.



CANADIAN MATERIAL CATION COMPANY LIMITED
Toronto, Ontario

PRESTONE
ANTI-FREEZE





Smash was the 6th October City and New Year's party given, Gladys Hurd, second from left.



The October 15th opening of the new building, the new building, the new building.



Smash was the 6th October City and New Year's party given, Gladys Hurd, second from left.

October 15th was a day of many events. The new building of the Minneapolis City and County Administration opened its doors to the public. The new building is a fine example of modern architecture and will serve the city and county for many years to come. The new building is a fine example of modern architecture and will serve the city and county for many years to come. The new building is a fine example of modern architecture and will serve the city and county for many years to come.

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Contribution to BETTER LIVING

A NEW and better Chronotherm at a price everyone can afford. ... Styled by Henry Dreyfuss, the 1940 Chronotherm gives you new beauty and new features, including an accurate, easily read numerical electric clock. Its exclusive "accelerator" action enables it to sense temperature changes before they are apparent to you and to maintain comfortable and healthful temperature at all times. The Chronotherm automatically lowers temperature at night to a sleeping level. In the morning, before you arise, it automatically reverts day time temperature without any action from you. It more than pays for itself through fuel savings in a season or two.

Making Automatic Heating really Automatic

The Chronotherm is one of the many Minneapolis-Honeywell products. It is a fine example of modern architecture and will serve the city and county for many years to come. The new building is a fine example of modern architecture and will serve the city and county for many years to come.

MINNEAPOLIS-HONEYWELL
BROWN INDUSTRIAL INSTRUMENTS
NATIONAL PNEUMATIC CONTROLS
Control Systems

Big, New 1941 PLYMOUTH

STEPPED UP IN Quality!



New Counter-Balanced TRUNK LID

SPEND EASY-
LY — all the
way up and
down — and
there you
are!



NEW ARTISTRY OF
DESIGN... NEW LUXURY
... EXCITING STEP-UP
IN HORSEPOWER AND
PERFORMANCE — IN ALL,
IS IMPORTANT QUALITY
ADVANCEMENTS

for 1941!

New Powermatic GEAR SHIFTING



STAYED WITH
the job
of a driver —
available in
standard models
or optional

New in LUXURY, POWER & PERFORMANCE

GET READY FOR A THRILL — the muscle you dig behind the wheel of this big, beautiful new Plymouth for 1941!

That famous Plymouth Liberal engine has been stepped up from 64 to 88 horsepower — it's a "power boost" in drive — there's a new five-speed "power" gear that's a treat to handle — Gearshifting is smooth and effortless in all gear-boxes — no clutch yet power is strong. Steady is sure and true. It's a drive you'll never forget!

PLYMOUTH IS STILL A LOW PRICED CAR — although it's the finest most luxurious, best performing Plymouth ever built by Chrysler.

Because which are you to drive your larger thrill — you drive Type 64 Plymouth that takes it from the top of the road supply — AND SO CONFIDENT — counterbalanced trunk lid — from opening trunk lid to floor floor — it's a surprise to the road that takes under the hood — run to drive — new "Full wheel" steering wheel gives clear view of all operations.

A NEW HIGH IN LUXURY gives you in the beautiful new 1941 Plymouth editions. Rock splendor — handsome automatic panels — beautifully designed hardware and trim — colorful plastics — and new new body colors — the De Luxe and Custom editions — offered. 1941 TIME — to see in the Plymouth Show at Ford in the morning "Luxury Ride" — You'll be glad you did.

ROADKING • DELUXE • CUSTOM

FOR 1941
A New, More Beautiful *Chrysler!*



Box 19-11 *Fluid Drive With Supplemental Transmission*
In standard engines on all Chrysler Royal Windsor models, fluid drive is essential to get moving at a steady rate to drive through traffic. As a result, several innovations between engine and rear wheels, joints and below a close stuffing become a main strategy. The car takes all water for combustion of a long—no broad new engine ing. experiment. It is not to try a Chrysler Fluid Drive

"I see you drive a Chrysler!"

CHEYENNE SOYAL • SOYAL WHISKEY • TRAVELER • NEW BOTTLE • 545-TC-2 • CROWN SUPPLY

BED ROOM
the new 1511 Chrysler Airflow bedset are wider. Jones... pulled up to the
windows that let in the morning sun... added the floor and glass panes.



"Dad, what will cars be like when I grow up?"

NO ONE MAN, no one organization, no one industry can answer that question. The intelligence of the car of the future is in the hands and minds of many men in many industries.

Designers of engines and engine parts. Specialists in fuels, metals, ceramics, plastics. Production technologists—all play their part in the constant evolution of motor cars, trucks, buses, tractors and airplanes.

To help these men combine their efforts toward common goals the Ford-Cosco Corporation maintains the cooperation of six channels of engineering research laboratories. The laboratories here, these living quarters in Dearborn with a special research department at San Bernardino, California

Here vehicles may be tested the year around under varying, changing conditions on an almost infinite variety of roads, over mountains, down and valleys, representing, approximating and other developments in checking the material improvement of fuels and engines are tested both in the laboratory and on the road.

For the engine and its fuel must go forward hand in hand; the two are inseparable. An undivided knowledge gained from this research is available to technologists in every branch of the automotive, aviation, and related industries.

Informed motor buyers in greater numbers, how future cars will look, whether their engines will be so fast or may have many miles

they will travel on a gallon. But there is little doubt in their minds that the progress of the next ten years will far exceed that of the last that the cry now for will drive will make even today's spiced soulless mass hopelessly old-fashioned.

Edly Cadillac Corporation, Chrysler Building, New York City, manufacturer of auto-kind, finds need by of companies to improve products



FOR TODAY'S CARS
This Edly car is a good one to keep around that year of industry and Edly has expanded to provide a better fuel for your car.

"Edly"
"This is a good one to keep around that year of industry and Edly has expanded to provide a better fuel for your car."

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"IMAGINE! HE SAID MY CAR HAD NO OOMPH!"



HOW DOES THIS NEW KIND OF SPARK PLUG MAKE CARS RUN SO MUCH BETTER?

NO wonder car owners are satisfied when they plug in their new Autolite Spark Plugs and driving troubles, like stalling, pinking up and down, and stalling, are gone.

For the new Autolite Spark Plug was especially designed to improve car performance by giving you a clean, efficient, and efficient spark.

Developed out of more than 10 years' experience, Autolite Spark Plugs are the result of Autolite's famous staff of engineers and scientists.

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Debutantes w
Take a Wood

MISS
NANCY WEI

SAYS *Cholly*

"Many of today's popular de
butantes returned to the scene
sport glamorous girl complements
Daniel Glick

D'ALL, card looking like clothes
down. They're not popular
Wendy's First Looked every day
This look like dancing with No
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Wendy today, pleasant for me

"YOU SEE THEM YOU LOVE"

1. What you like about you. 2.

no Conquer Hea
rury Facial Cockta



How is one of America's loveliest actress going
but forget a formal dress, due to the war
leave over the war, "I feel 'Whispering' be
long to smiling and relaxing in my day."

Knickerbocker

UNITED SOCIETY COMMENTARY

...ates right to Queens of Brines, then
...tained, too! These most young 'be
...keep their beauty fresh with a W
...at 3 P. M. every day."



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...ade!"

YOU CAN
...EASE TO BEAUTY



...omprehensive Index & Knickerbocker



There's nothing fundamental—and we mean in any!—about the ethics of attempts at moral invention. You will find the same distributive ethics in many other applications. It's the same solution I've used in my writing guide on how to write the *Book of the Dead*. You'll find the same distributive ethics in my guide to writing the *Book of the Dead*.

[illegible]

Self (at first, nervous and all around the other, increased the importance of the lot, all the things that are necessary to a lot. And the self, a lot of things, there are no more and no lightness to the more than one. But you are to find that you get this for the more and more and then at the moment of the lot. But in a lot, you will find

Portfolio Council

- 1. Transactional or agent
- 2. Transactional or consultant
- 3. Capital or fee only
- 4. Capital or lower risk
- 5. Transactional or sub
- 6. Hedge
- 7. Supply of stressed companies

Mix the species with hot water and add the sugar, milk and beaten eggs to the mixture. Boil thoroughly and add the milk. Heat the mixture in the absence of milk boiler and the orange juice.

[illegible]

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100. Tallow (animal fat)

Acid is liturgically a double-edged sword, steering continuously until dulced. And the mineral sulfates and the salt dissolved. Gums and the waxy resinous and coloring of alcohol. And until the mixture begins to set. Felt is the still liquid egg white to which the minerals (or sulfates) of sugar (and honey) add. It's baked two shifts with the moisture and then cold dried. Eight to ten days.

Chew and Hug onto Reels
Roll up! Use reels and leads to maintain tension and control as under the leader. Tosses generally with willows, which retain tension and use the control. 100% of script manuscripts of just 200 or less.

[illegible]

BABY'S

[illegible][illegible]

War

Two features will be said to be *orthogonal*. Addressed to the 5th University Ave. 10:00-11:00.

The English programing way is less more special for each up and one in per.

The standard way is a reduction for each up only, more for the per. across in a more state absolutely

If a quail seldom talks of these horrors, men or magpies will be given to warning communists on the ground. (Thomson says and magpies official work along for the western thinking.)

Thomson says among family: only one, two, three, four, and magpies are not good. The same one used in parents.

the water in the largest tin must be a few inches deep (but not too deep) and the barrels of the big guns. They are small metal keep-ers and are

Workshop

ing Red Table

...ing red table. This table is made of wood and is very sturdy. It is also very easy to clean. The table is made of wood and is very sturdy. It is also very easy to clean. The table is made of wood and is very sturdy. It is also very easy to clean.

Figure 10. The drawing of the table is a simple line drawing. It shows a rectangular table with four legs. A person is sitting on a chair at one end of the table, and another person is standing at the opposite end. The table has a simple design with a flat top and straight legs.

After the table is made, it is very easy to clean. The table is made of wood and is very sturdy. It is also very easy to clean. The table is made of wood and is very sturdy. It is also very easy to clean.

Additives

The boys are extremely proud of their job, and all are anxious to see the finished product.

When the film *11 Minutes & 14 Seconds* is ready in Illinois, the local court probably again thought it a good idea to have two people charged in Illinois. They would have been the most direct.

The boys were charged before the court because—judges had to be called out.

[illegible]

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As most American families, we eat wheat in all its many guises. In our breakfast, on the table with our evening meals—these include all of our favorite cereals, breads, pastas, and soups.

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[illegible]

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